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Message Text

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PAGE 01 MONROV 00676 271224Z

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ACTION COME-00

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EO 11652: N/A
TAGS: BEXP, LI
SUBJ: PROPOSED FY 1977 TRADE PROMOTION SCHEDULE -- LIBERIA

REF: 75 STATE 294627, STATE 18336

1. CONCUR IN CONSUMER GOODS CATALOG SHOW FOR JULY 1977.

2. WILLING HOST MATERIALS HANDLING EQUIPMENT TRADE MISSION, UBT CONSIDER BENEFITS THAT COULD BE REASONABLY EXPECTED WOULD BE MARGINAL. HOWEVER, IT IS POSSIBLE THAT INCREASE INVESTMENT IN IRON ORE PRODUCTION AND PROGRESS TOWARD DEVELOPING EXPORT PROCESSING ZONE IN FREEPORT MIGHT INCREASE POTENTIAL MARKET BY THAT TIME. TRADE MISSION WOULD CERTAINLY BE WELCOME BY GOL.

3. RECOMMEND CONSIDERATION BE GIVEN TO ADDING LIBERIA TO FOLLOWING EVENTS:

A. WOODWORKING CATALOG SHOW (JANUARY 1977) - THE VANPLY PLANT IS NEARLY COMPLETED AND WILL BE PRODUCING PLYWOOD AND THE GOL IS EMPHASIZING LOCAL PROCESSING OF WOOD THROUGH TAX MEASURES AND OTHER INCENTIVES. THIS WOULD BE AN APPROPRIATE TIME TO PRESENT US PRODUCTS IN THIS FIELD.

B. COMMERCIAL FISHING TECHNICAL SALES SEMINAR (APRIL 1977)- COMMERCIAL FISHING IS ONE AREA WHERE LIBERIAN PRIVATE ENTERPRISE HAS PROVEN SUCCESSFUL. WHILE THE FIELD IS DOMINATED BY ONE COMPANY (MESURADO, WHICH ALSO HAS INTEREST IN NEIGHBORING WEST AFRICAN COUNTRIES), IT OFFERS A POTENTIAL MARKET.
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C. BUILDING SUPPLIES AND EQUIPMENT CATALOG
SHOW (AUGUST 1977)- WHILE WE ARE NOT ANTICIPATING A
BUILDING BOOM IN LIBERIA, THE POST CONTINUES TO
RECEIVE A STEADY NUMBER OF INQUIRIES RELATED TO
BUILDING SUPPLIES AND QUIPMENT.

D. PRINTING AND GRAPHIC ARTS CATALOG SHOW (DECEMBER
1976) - THE LOCAL PRINTING INDUSTRY IS IN SORRY SHAPE
PRIMARILY DUE TO POOR EQUIPMENT. THE PRESIDENT HAS
EXPRESSED STRONG INTREREST, AND THERE ARE INDICATIONS
THAT S THAT A SMALL MARKET MIGHT DEVELOP.

4. OF THE FOUR ITEMS IN PARA 3, THE FIRST TWO OFFER THE
GREATEST POTENTIAL. THE POST FEELS THAT THE LATTER TWO
WOULD BE USEFUL, IF MARGINAL, BUT THAT AFTER HAVING GAINED
EXPERIENCE THROUGH OUR CATALOG SHOW (SCHEDULED FOR THIS MARCH)
POST WOULD BE PREPARED PARTICIPATE IN GREATER NUMBER OF SHOWS
IN FY 1977. INITIAL EXPENSES (SUCH AS FOR DISPLAY CASES)
WOULD ALSO NOT HAVE TO BE REPEATED.
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